



Implementation Meeting/Webinar

November 14, 2014

9-10am MDT



CHHC

Colorado Healthy Hospital Compact

AGENDA:

9:00-9:15 AM - Introduction and Overview – *Susan Motika, CDPHE*

- Overview of the Healthy Hospital Compact and approach to this work in Colorado
- Review tools and process

9:15-9:20AM – National Landscape for Improving Food and Beverage Environments

- Video address from Dr. Brook Belay, CDC

9:20-9:40AM - Success Stories from the Field

- Hospital and Public Health Founding Partners

9:45-9:55AM – Planning for Future Learning

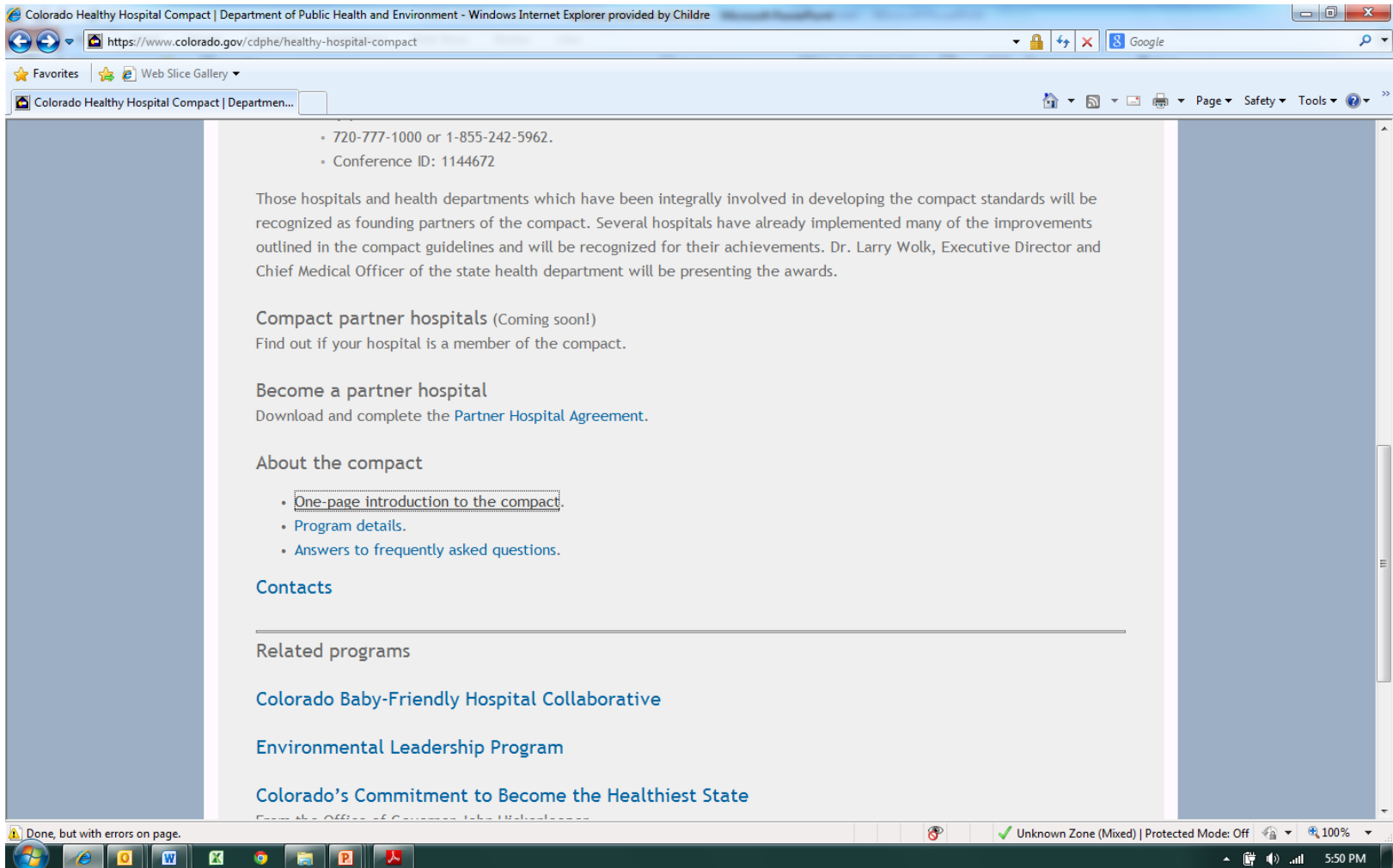
- Solicit input on future topics for 2015

9:55-10:00AM – Conclusion



Overview – Susan Motika, CDPHE

All Compact documents are accessible via the CDPHE website:
www.colorado.gov/cdphe/healthy-hospital-compact



The screenshot shows a web browser window displaying the Colorado Healthy Hospital Compact website. The address bar shows the URL <https://www.colorado.gov/cdphe/healthy-hospital-compact>. The page content includes:

- Phone numbers: 720-777-1000 or 1-855-242-5962.
- Conference ID: 1144672.
- Text: "Those hospitals and health departments which have been integrally involved in developing the compact standards will be recognized as founding partners of the compact. Several hospitals have already implemented many of the improvements outlined in the compact guidelines and will be recognized for their achievements. Dr. Larry Wolk, Executive Director and Chief Medical Officer of the state health department will be presenting the awards."
- Section: **Compact partner hospitals (Coming soon!)**
Find out if your hospital is a member of the compact.
- Section: **Become a partner hospital**
Download and complete the [Partner Hospital Agreement](#).
- Section: **About the compact**
 - [One-page introduction to the compact](#)
 - [Program details](#)
 - [Answers to frequently asked questions](#)
- Section: **Contacts**
- Section: **Related programs**
 - [Colorado Baby-Friendly Hospital Collaborative](#)
 - [Environmental Leadership Program](#)
 - [Colorado's Commitment to Become the Healthiest State](#)

The browser status bar at the bottom indicates "Done, but with errors on page." and the system tray shows the time as 5:50 PM.



Success Stories



Rethink Your Drink – Four month campaign

Decision made by CEO

- Wellness Committee took lead
- Presented at Manager's Meeting

To gain associate support:

- CEO video loop in café
- YouTube clips from NYC campaign
- Associate newsletter, email campaign, posters
- Associate Challenge with prizes

To gain community support:

- Community newsletter – “The Clear and Present Dangers of SSBs”



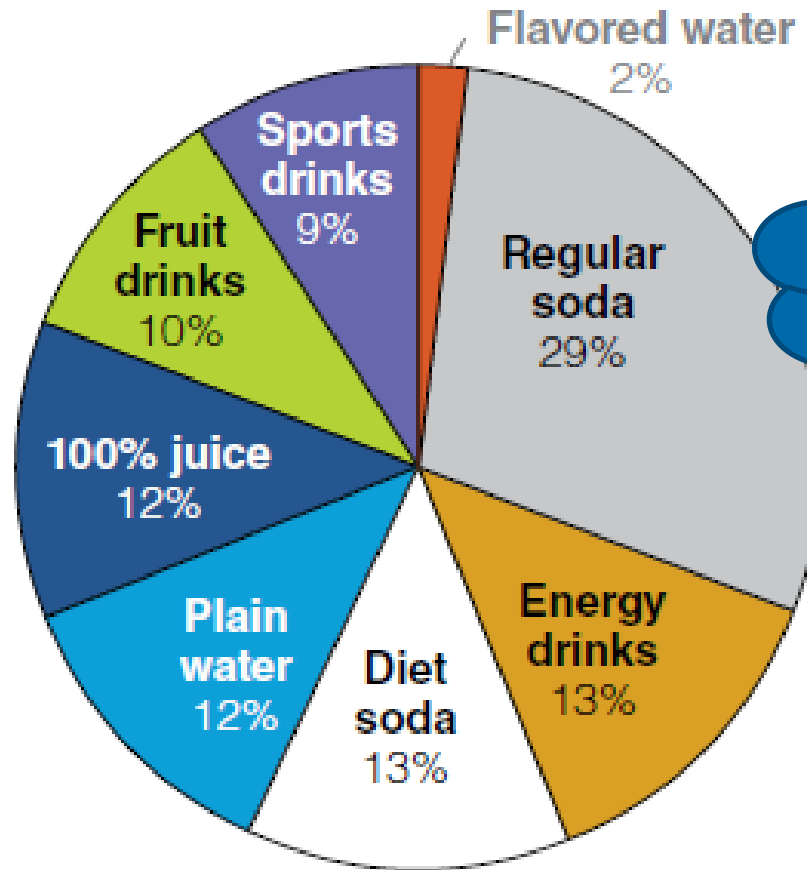
Does marketing work?



Children's Hospital Colorado



Figure 3. Sales of all beverage categories in 2010



63% with
13-30g
sugar/serving

Source: SymphonyIRI InfoScan



Children's Hospital
Colorado

Advertising to kids

From 1989 to 2008,
Calories from SSB
increased by 60% in
children ages 6 to 11



Beverage
industry
rebuffs role
in obesity
epidemic



Child-targeted new products.

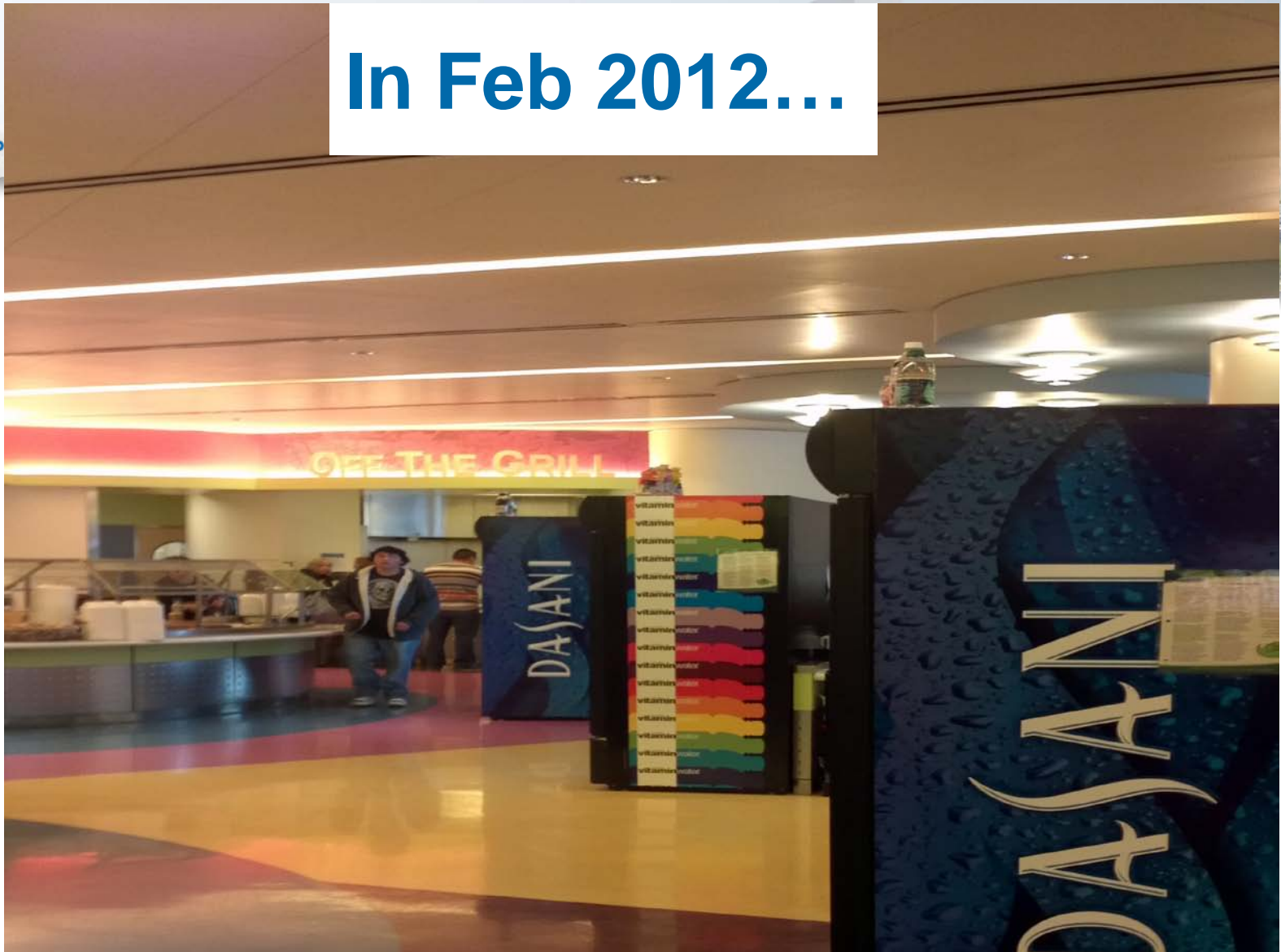
In Jan 2012... Children's Cafeteria





Children's Hosp
Colorado

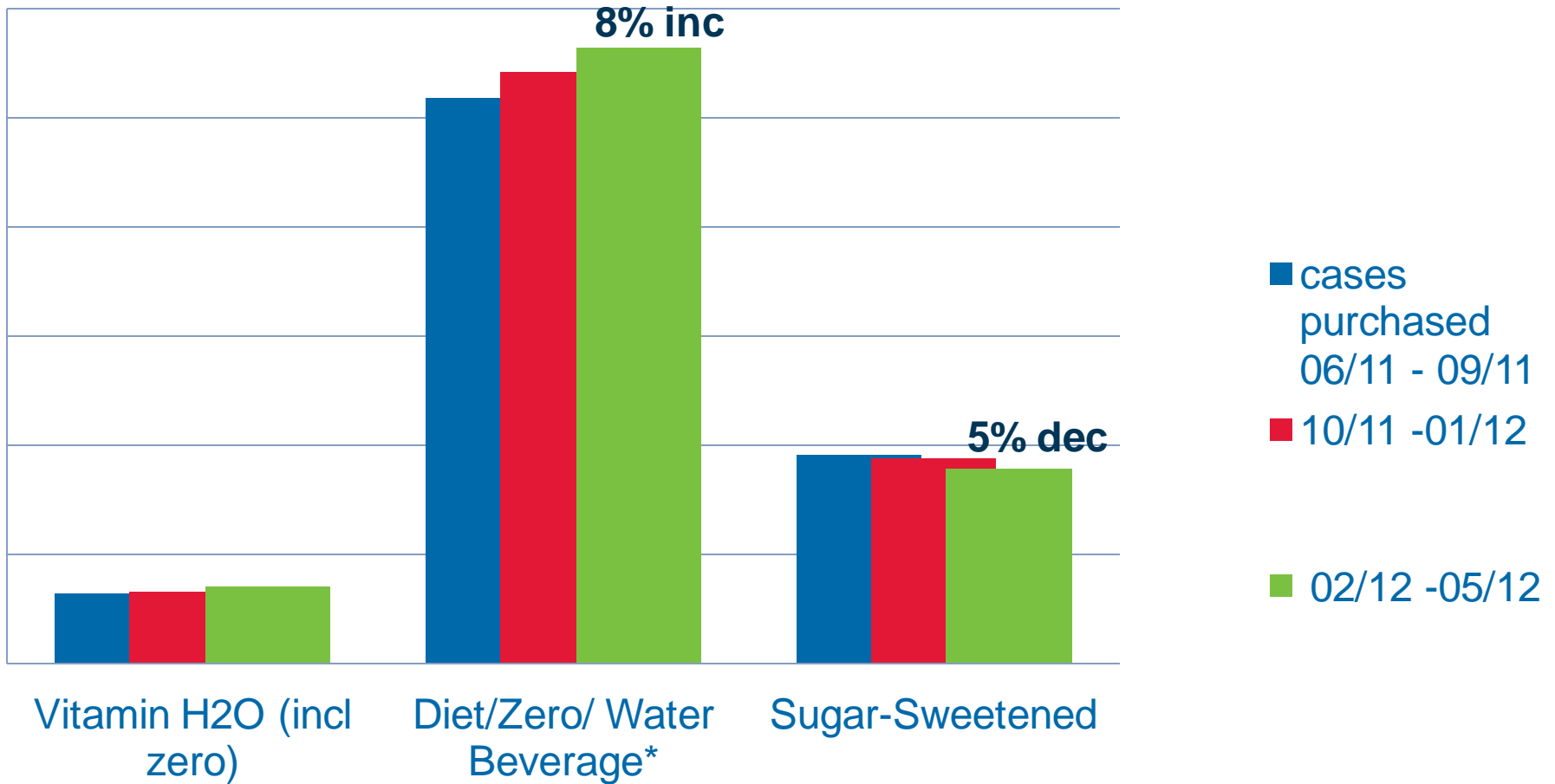
In Feb 2012...



Today- no more SSB
advertising in Hospital

Beverage sales pre/post signage change (Jan 2012)

5% total increase of beverages





Children's Hospital
Colorado

Conclusion

- Use marketing to your advantage
- Low or no cost
- Proven effectiveness
- ** HH Compact points
- Great place to start

Denver Health Medical Center

Breastfeeding Program Accomplishments

Breastfeeding Policy & Staff Education

- Emphasizes uninterrupted skin-to-skin contact
- Nursing staff offers breastfeeding assistance within three hours of delivery
- Staff receive training in 18 topic areas
- Prohibition of gift packs including samples, coupons or promotional material for breast milk substitutes



Maternal Prenatal and Postpartum Breastfeeding Promotion and Support

- Lactation Education Handouts
- Established Services and Coordination with Community Services
 - Lactation Services Office
 - WIC
 - Le Leche League
- Discharge and Referral Process
- Established Employee Breastfeeding Policy for nursing mothers
- Lactation Rooms located throughout the Denver Health Campus



COLORADO HEALTHY HOSPITAL COMPACT LAUNCH

Healthy Hospital Webinar
Success Stories from the Field
Friday, November 14
9:00-10:00am

COMMUNITY HEALTH ASSESSMENT



Healthy People, Healthy Places is a community collaboration committed to improving health in Jefferson County. To learn more visit www.healthypeoplehealthyplacesjeffco.com

2013

A Community Health Assessment is developed through an interactive process of identifying, documenting and prioritizing the health issues in a community.

Supporting Community- Driven Solutions To Reduce Barriers to Healthy Living



Strategies to Promote the CHHC In Jefferson County

- Staff created a small ad hoc work group at JCPH made up of HEAL, Tobacco Prevention, Community Health Services and Health Communication to ensure information on the CHHC is shared across departments and divisions
- JCPH staff reached out to Lutheran Hospital and Centura Network (both “Founding Partners” and health care systems in JC) to:
 - Offer our assistance with conducting their initial inventory (Lutheran only)
 - Coordinate communication strategies

Strategies to Promote the CHHC In Jefferson County (cont'd)

- JCPH will issue a press release this week thanking Lutheran Hospital and Centura Network for being CHHC Founding Partners and communicate the importance of healthy food and beverage options in health care settings to ensure healthy food options for at-risk populations. We will also “link” to our Community Health Improvement Plan that priorities healthy eating and active living issues.



Strategies to Promote the CHHC In Jefferson County (cont'd)

- JCPH promoted the CHHC with our JC HEAL Policy Team
- JCPH is in communication with City of Lakewood and City of Wheat Ridge about providing a City Council resolution or letter thanking Lutheran Hospital and Centura Network for being CHHC Founding Partners



Strategies to Promote the CHHC In Jefferson County (cont'd)

JCPH will present to the Jefferson County Board of Health in early 2015 on:

- Benefits of healthy food and beverage environments in health care settings, schools, government buildings, etc.
- Inquire if the BOH would like to provide a resolution in support of the CHHC
- Will ask Lutheran Hospital and Centura Network to co-present



Thank You!

Molly Hanson

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Health Promotion and Lifestyle

Management Division

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Discussion:

Suggestions for Future Shared
Learning Sessions/Webinars

Suggested topics for future meetings/webinars:

- Price differentials
- Beverages
- Vendors/Purchasing
- Change Management
- Integration with community benefit/ local community health improvement plans
- Data
 - Financial tracking/implications
 - What other benchmarks can be measured besides those in the Compact: ex) employee satisfaction, productivity, etc.

Statewide Resource for Healthy Hospital Work: <https://www.colorado.gov/cdphe/healthy-hospital-compact>

The screenshot shows a Windows Internet Explorer browser window displaying the Colorado Healthy Hospital Compact website. The browser's address bar shows the URL <https://www.colorado.gov/cdphe/healthy-hospital-compact>. The website header features the Colorado logo and the text "Colorado The Official Web Portal". The main content area includes the CDPHE logo and the text "COLORADO Department of Public Health & Environment". A navigation menu contains links for Home, Services & information, Boards & commissions, Divisions, Concerns & emergencies, Data, and News. The main heading is "Colorado Healthy Hospital Compact", followed by a link "Back to nutrition". The text describes the compact as an agreement by hospitals to provide healthier nutrition environments. A section titled "Launching the compact" lists the date and time as "November 14, 2014, 7:30 am - 11:00 am" and the location as "Children's Hospital Colorado, 13123 East 16th Ave, Aurora, CO 80045". The browser's status bar at the bottom indicates "Done, but with errors on page." and "Unknown Zone (Mixed) | Protected Mode: Off".

Colorado Healthy Hospital Compact | Department of Public Health and Environment - Windows Internet Explorer provided by Childre

<https://www.colorado.gov/cdphe/healthy-hospital-compact>

Colorado Healthy Hospital Compact | Departmen...

Colorado The Official Web Portal

Translate

 **COLORADO**
Department of Public Health & Environment

Home Services & information Boards & commissions Divisions Concerns & emergencies Data News

Colorado Healthy Hospital Compact

[Back to nutrition](#)

Hospitals throughout Colorado are building healthier nutrition environments through the Colorado Healthy Hospital Compact. Members of the compact agree to offer healthy food options to patients and their families, visitors and staff. The state health department will recognize those hospitals for their leadership in providing healthier food and beverages.

The Colorado Healthy Hospital Compact is an agreement by hospitals that share a mission to protect and promote the health of hospital patients and their families, visitors and staff. Compact partner hospitals will lead by example as they implement measures designed to improve the quality of their nutrition environments. In so doing, hospitals are working to develop a culture of wellness and contributing to Governor John Hickenlooper's goal of making Colorado "the healthiest state."

Launching the compact

November 14, 2014, 7:30 am - 11:00 am
Children's Hospital Colorado, 13123 East 16th Ave, Aurora, CO 80045

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CHHC

Colorado Healthy Hospital Compact

Conclude